

ABSTRACT

A belted applicator for applying a lotion substance, and more particularly a lotion applicator having a retractable belt in a handled configuration that lends to the easy use of the device. The belted applicator includes two handled housing bodies interconnected by a belt. The belted applicator may also include disposable belt cartridges, which include a lotion, or any other substance applied with
5 the belted device. The lotion may be a liquid, a gel, or a powder in a medicinal, massage, moisturizer insect repellent or sunscreen formulation. The belted applicator has leak resistant features that also reduce dripping of lotion from the belt. The belt may feed in sequence, when depleted, with the depleted portion of the belt removed by the user. The belted applicator may also include two interlocked portions that serve to seal the belt within and communicate lotion between
10 the two interlocked portions.